

## ORDER



**Orders**  
**Order / Rev:** 703181  
**Alt Order #:** 06256499  
**Product Desc:** OBAMA SKED A  
**Estimate:** 1522  
**Flight Dates:** 08/03/12 - 09/03/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	455	\$505,725.00	\$429,866.25
08/27/12	09/03/12	187	\$161,400.00	\$137,190.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	455	\$505,725.00	\$429,866.25	0.00
September 2012	187	\$161,400.00	\$137,190.00	0.00
<b>Totals</b>	<b>642</b>	<b>\$667,125.00</b>	<b>\$567,056.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WKYC	28%	\$667,125.00
Market	100%	\$2,382,589.29

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$23,825.89
WEWS	28%	\$667,125.00
WJW	28%	\$667,125.00
WOIO	13%	\$309,736.61
WUAB	2%	\$47,651.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/07/12	08/31/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	1	\$500.00	P-2	0.00	NM	12	\$6,000.00
Days of Our Lives															
COMMENTS APPLY TO SUB LINES A THRU B															
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	- TWTF - -			1		\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		Days of Our Lives		1p-2p	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00	NM		
Credited															
Week:		08/13/12	08/19/12	- TWTF - -			4		\$500.00		0.00				
Week:		08/20/12	08/26/12	- TWTF - -			4		\$500.00		0.00				
Week:		08/27/12	09/02/12	- TWTF - -			4		\$500.00		0.00				

Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WKYC	08/14/12	08/31/12	M-F 10-11a Today Show III	CM	10a-11a - TWTF--	:30	10	\$225.00	P-2	0.00	NM	30	\$6,750.00
TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		10		\$225.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		10		\$225.00			0.00			
Week:		08/27/12	09/02/12	- TWTF--		10		\$225.00			0.00			
3	WKYC	08/03/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday----F-- (10:00 AM-5:00 PM)	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
OLYMPICS DAYTIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		4		\$1,000.00			0.00			
4	WKYC	08/14/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a - TWTF--	:30	7	\$600.00	P-2	0.00	NM	21	\$12,600.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		7		\$600.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		7		\$600.00			0.00			
Week:		08/27/12	09/02/12	- TWTF--		7		\$600.00			0.00			
5	WKYC	08/14/12	08/31/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p - TWTF--	:30	6	\$250.00	P-2	0.00	NM	18	\$4,500.00
WKYC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		6		\$250.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		6		\$250.00			0.00			
Week:		08/27/12	09/02/12	- TWTF--		6		\$250.00			0.00			
6	WKYC	08/14/12	08/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a - TWTF--	:30	4	\$500.00	P-2	0.00	NM	12	\$6,000.00
J FALLON-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		4		\$500.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		4		\$500.00			0.00			
Week:		08/27/12	09/02/12	- TWTF--		4		\$500.00			0.00			
7	WKYC	08/14/12	08/31/12	Today Show Overnight Today Show Overnight	CM	2xm-230xm - TWTF-- (2:00 XM-2:30 XM)	:30	1	\$50.00	P-2	0.00	NM	3	\$150.00
TODAY ALL NIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		1		\$50.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		1		\$50.00			0.00			
Week:		08/27/12	09/02/12	- TWTF--		1		\$50.00			0.00			
8	WKYC	08/07/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p - TWTF--	:30	1	\$250.00	P-2	0.00	NM	12	\$3,000.00
COMMENTS APPLY TO SUB LINES A THRU B RACHAEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF--		1		\$250.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	08/06/12-08/12/12		M-F 2-3p		2-3p	- TWThF----	:30	<del>(\$250.00)</del>	0.00	NM			
Credited														
Week:		08/13/12	08/19/12	- TWTF--		4		\$250.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		4		\$250.00			0.00			
Week:		08/27/12	09/02/12	- TWTF--		4		\$250.00			0.00			
9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p - TWTF--	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF--		1		\$350.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	08/06/12-08/12/12		M-F 3-4p		3p-4p	- TWThF----	:30	<del>(\$350.00)</del>	0.00	NM			
Credited														
Week:		08/13/12	08/19/12	- TWTF--		7		\$350.00			0.00			
Week:		08/20/12	08/26/12	- TWTF--		7		\$350.00			0.00			

Advertiser:	Obama/D/President
Product Desc:	OBAMA SKED A
Estimate:	1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -					7	\$350.00		0.00			
10	WKYC	08/14/12	08/31/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	4	\$25.00	P-2	0.00	NM	11	\$275.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$25.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		Early Today		4a-430a	- TWThF - - - -	:30		<del>(\$25.00)</del>		0.00	NM		
Credited															
Week:		08/20/12	08/26/12	- TWTF - -					4	\$25.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					4	\$25.00		0.00			
11	WKYC	08/07/12	08/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	1	\$425.00	P-2	0.00	NM	22	\$9,350.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					1	\$425.00		0.00			
Week:		08/13/12	08/19/12	- TWTF - -					7	\$425.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					7	\$425.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					7	\$425.00		0.00			
12	WKYC	08/07/12	08/31/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$100.00	P-2	0.00	NM	16	\$1,600.00
COMMENTS APPLY TO SUB LINES A THRU B CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					1	\$100.00		0.00			
Week:		08/13/12	08/19/12	- TWTF - -					5	\$100.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					5	\$100.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					5	\$100.00		0.00			
13	WKYC	08/14/12	08/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	24	\$15,600.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$650.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					8	\$650.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					8	\$650.00		0.00			
14	WKYC	08/07/12	08/10/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	- TWTF - -	:30	10	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					10	\$1,400.00		0.00			
15	WKYC	08/07/12	08/31/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	7	\$650.00	P-2	0.00	NM	22	\$14,300.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					1	\$650.00		0.00			

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 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WKYC	08/07/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	14	\$750.00	P-2	0.00	NM	14	\$10,500.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					14	\$750.00		0.00			
17	WKYC	08/14/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$850.00	P-2	0.00	NM	24	\$20,400.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					8	\$850.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					8	\$850.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					8	\$850.00		0.00			
18	WKYC	08/14/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	7	\$1,200.00	P-2	0.00	NM	21	\$25,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					7	\$1,200.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					7	\$1,200.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					7	\$1,200.00		0.00			
19	WKYC	08/07/12	08/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
OLYMPIC EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					6	\$1,400.00		0.00			
20	WKYC	08/07/12	08/10/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	30	\$750.00	P-2	0.00	NM	30	\$22,500.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					30	\$750.00		0.00			
21	WKYC	08/07/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	2	\$850.00	P-2	0.00	NM	74	\$62,900.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -					2	\$850.00		0.00			
Week:		08/13/12	08/19/12	- TWTF - -					24	\$850.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					24	\$850.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					24	\$850.00		0.00			
22	WKYC	08/14/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	12	\$14,400.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -					4	\$1,200.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -					4	\$1,200.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -					4	\$1,200.00		0.00			
23	WKYC	08/03/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	---- F--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
OLMYPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---- F--					3	\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	07/30/12-08/05/12		Olympics Zone		Olympics Zone	---- F--	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 23.4															
4	NKYC	07/30/12-08/05/12		Olympics Zone		Olympics Zone	----- Sa--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 23.2 08/03 same program, move day															
24	WKYC	08/07/12	08/10/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime-	TWTF--	:30	5	\$12,000.00	P-2	0.00	NM	5	\$60,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF--					5	\$12,000.00		0.00			
25	WKYC	08/03/12	08/03/12		CM	9a-10a	---- F--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00

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 Alt Order #: 06256499  
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Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9-10a Today II Today Show II														
OLYMPICS DAYTIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		----F--				4	\$550.00		0.00			
26	WKYC	08/14/12	09/01/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P - TWTFs-	:30	5	\$2,800.00	P-2	0.00	NM	15	\$42,000.00
CH 3 NWS AT 11<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		- TWTFs-				5	\$2,800.00		0.00			
Week: 08/20/12		08/26/12		- TWTFs-				5	\$2,800.00		0.00			
Week: 08/27/12		09/02/12		- TWTFs-				5	\$2,800.00		0.00			
27	WKYC	08/24/12	08/24/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season - - - F - -	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V PHILLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		----F--				1	\$7,500.00		0.00			
28	WKYC	08/31/12	08/31/12	Fri Prime A Fri Prime A	CM	8-9p - - - F - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
AGT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		09/02/12		----F--				1	\$2,500.00		0.00			
29	WKYC	08/20/12	08/27/12	Mon Prime A Mon Prime A	CM	8p-9p M- - - - -	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
AGT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		M- - - - -				1	\$3,500.00		0.00			
Week: 08/27/12		09/02/12		M- - - - -				1	\$3,500.00		0.00			
30	WKYC	08/18/12	09/02/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su - - - - - SS (6:00 PM-6:30 PM)	:30	3	\$600.00	P-2	0.00	NM	9	\$5,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		- - - - - SS				3	\$600.00		0.00			
Week: 08/20/12		08/26/12		- - - - - SS				3	\$600.00		0.00			
Week: 08/27/12		09/02/12		- - - - - SS				3	\$600.00		0.00			
31	WKYC	08/18/12	09/01/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a - - - - - S-	:30	2	\$125.00	P-2	0.00	NM	6	\$750.00
SAT NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		- - - - - S-				2	\$125.00		0.00			
Week: 08/20/12		08/26/12		- - - - - S-				2	\$125.00		0.00			
Week: 08/27/12		09/02/12		- - - - - S-				2	\$125.00		0.00			
32	WKYC	08/18/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a - - - - - S- (11:30 PM-1:00 XM)	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
SAT NITE LIVE<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		- - - - - S-				1	\$800.00		0.00			
Week: 08/20/12		08/26/12		- - - - - S-				1	\$800.00		0.00			
Week: 08/27/12		09/02/12		- - - - - S-				1	\$800.00		0.00			
33	WKYC	08/18/12	09/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am - - - - - S- (4:30 AM-4:59 AM)	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		- - - - - S-				1	\$75.00		0.00			
Week: 08/20/12		08/26/12		- - - - - S-				1	\$75.00		0.00			
Week: 08/27/12		09/02/12		- - - - - S-				1	\$75.00		0.00			
N34	WKYC	08/18/12	09/01/12	Sat 7-8p Sat 7-8p	CM	7-8p - - - - - S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
CRIME STOPERS/ CASH EXPULSION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		- - - - - S-				1	\$500.00		0.00			
Week: 08/20/12		08/26/12		- - - - - S-				1	\$500.00		0.00			

Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N34	WKYC	08/18/12	09/01/12	Sat 7-8p Sat 7-8p CRIME STOPERS/ CASH EXPULSION	CM	7-8p -----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/20/12    08/26/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$500.00    0.00                 </div> </div>														
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u>                      2 NKYC 08/20/12-08/26/12 Sat 7-8p 7-8p -----Sa- :30 <del>(\$500.00)</del> 0.00 NM                      See MG 34.4                      [Prgm Change]                 </div> <div>                     4 NKYC 08/25/12-08/25/12 EN (Sa-Su) 6P-7P Sa/Su (6:00 PM-6:30 P- -----Sa- :30 \$500.00 0.00 NM                      MG for 34.2 08/25                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/27/12    09/02/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$500.00    0.00                 </div> </div>														
35	WKYC	08/18/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a -----S-	:30	4	\$850.00	P-2	0.00	NM	12	\$10,200.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/13/12    08/19/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      4    \$850.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/20/12    08/26/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      4    \$850.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/27/12    09/02/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      4    \$850.00    0.00                 </div> </div>														
36	WKYC	08/18/12	09/01/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a -----S-	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/13/12    08/19/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$850.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/20/12    08/26/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$850.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/27/12    09/02/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$850.00    0.00                 </div> </div>														
37	WKYC	08/04/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekenc- - - - -S- (9:00 AM-6:00 PM)	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 07/30/12    08/05/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      3    \$2,000.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/06/12    08/12/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      4    \$2,000.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/06/12    08/12/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      4    \$2,000.00    0.00                 </div> </div>														
38	WKYC	08/12/12	09/02/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su - - - - -S	:30	1	\$450.00	P-2	0.00	NM	3	\$1,350.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/06/12    08/12/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$450.00    0.00                 </div> </div>														
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u>                      1 NKYC 08/06/12-08/12/12 Su 12-1230p 12-1230p /Su - - - - -Su :30 <del>(\$450.00)</del> 0.00 NM                      Credited                 </div> <div>                     Week: 08/13/12    08/19/12    -----S-                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/20/12    08/26/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$450.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/27/12    09/02/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$450.00    0.00                 </div> </div>														
39	WKYC	08/05/12	09/02/12	Sun 1-2x whacked out	CM	105x-135ax - - - - -S (1:05 XM-1:35 XM)	:30	1	\$75.00	P-2	0.00	NM	4	\$300.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 07/30/12    08/05/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$75.00    0.00                 </div> </div>														
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u>                      1 NKYC 07/30/12-08/05/12 Sun 1-2x 105x-135ax (1:05 XM-1:35 X- - - - -Su :30 <del>(\$75.00)</del> 0.00 NM                      See MG 39.6                 </div> <div>                     6 NKYC 08/05/12-08/05/12 Olympics Overnight Olympics Overnigh1:30 XM-2:00 X- - - - -Su :30 \$75.00 0.00 NM                      MG for 39.1 08/05                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/06/12    08/12/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$75.00    0.00                 </div> </div>														
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u>                      2 NKYC 08/06/12-08/12/12 Sun 1-2x 105x-135ax (1:05 XM-1:35 X- - - - -Su :30 <del>(\$75.00)</del> 0.00 NM                      Credited                 </div> <div>                     Week: 08/13/12    08/19/12    -----S-                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/20/12    08/26/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$75.00    0.00                 </div> </div>														
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 08/27/12    09/02/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$75.00    0.00                 </div> </div>														
40	WKYC	08/19/12	09/02/12		CM	5a-530a - - - - -S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00

Advertiser:	Obama/D/President
Product Desc:	OBAMA SKED A
Estimate:	1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				5A-530A Hometime											
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$75.00			0.00		
Week:		08/20/12	08/26/12	-----S			1			\$75.00			0.00		
Week:		08/27/12	09/02/12	-----S			1			\$75.00			0.00		
41	WKYC	08/05/12	08/12/12	Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
				Olympics Weekend DT											
COMMENTS APPLY TO SUB LINES A THRU B															
OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	-----S			3			\$2,000.00			0.00		
Week:		08/06/12	08/12/12	-----S			4			\$2,000.00			0.00		
42	WKYC	08/19/12	08/19/12	NFL Pre Season Football	CM	NFL Pre-Season Football	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				NFL Pre-Season Football	(8:00 PM-11:00 PM)										
INDY@PITT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$5,000.00			0.00		
43	WKYC	08/26/12	08/26/12	NFL Pre Season Football	CM	NFL Pre-Season Football	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				NFL Pre-Season Football	(8:00 PM-11:00 PM)										
CAR@NYJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S			1			\$5,000.00			0.00		
44	WKYC	08/19/12	09/02/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	3	\$2,550.00
				NBC Today Show (Su)											
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$850.00			0.00		
Week:		08/20/12	08/26/12	-----S			1			\$850.00			0.00		
Week:		08/27/12	09/02/12	-----S			1			\$850.00			0.00		
45	WKYC	08/19/12	09/02/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
				Channel 3 News Sun 9a											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			2			\$850.00			0.00		
Week:		08/20/12	08/26/12	-----S			2			\$850.00			0.00		
Week:		08/27/12	09/02/12	-----S			2			\$850.00			0.00		
46	WKYC	08/16/12	08/16/12	Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				Browns Pre-Season Football											
BROWNS V DETROIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	---T---			1			\$7,500.00			0.00		
47	WKYC	08/30/12	08/30/12	Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
				Browns Pre-Season Football											
BROWNS V CHICAGO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	---T---			2			\$7,500.00			0.00		
48	WKYC	08/16/12	08/16/12	Thu Prime A	CM	8-9p	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
				Thu Prime A											
OFFICE/PARKS															

Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
49	WKYC	08/07/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x - TWTFSS	:30	10	\$2,400.00	P-2	0.00	NM	10	\$24,000.00
OLYMPIC LN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTFSS		10		\$2,400.00			0.00			
50	WKYC	08/14/12	09/02/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS 6- TWTFSS (6:00 PM-6:30 PM)	:30	10	\$1,800.00	P-2	0.00	NM	30	\$54,000.00
CH 3 NWS AT 6<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTFSS		10		\$1,800.00			0.00			
	Week:	08/20/12	08/26/12	- TWTFSS		10		\$1,800.00			0.00			
	Week:	08/27/12	09/02/12	- TWTFSS		10		\$1,800.00			0.00			
51	WKYC	08/07/12	08/12/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS 6- TWTFSS (6:00 PM-6:30 PM)	:30	10	\$2,000.00	P-2	0.00	NM	10	\$20,000.00
OLYMPICS EN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTFSS		10		\$2,000.00			0.00			
52	WKYC	08/14/12	08/28/12	Tues Prime Other Tues Prime Other	CM	Various - T- - - - - (8:00 PM-10:00 PM)	:30	1	\$6,000.00	P-2	0.00	NM	3	\$18,000.00
AGT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	- T- - - - -		1		\$6,000.00			0.00			
	Week:	08/20/12	08/26/12	- T- - - - -		1		\$6,000.00			0.00			
	Week:	08/27/12	09/02/12	- T- - - - -		1		\$6,000.00			0.00			
53	WKYC	08/22/12	08/22/12	Wed Prime B Wed Prime B	CM	9-10p -- W- - - - (9:00 PM-10:00 PM)	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
AGT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-- W- - - -		1		\$7,000.00			0.00			
54	WKYC	08/15/12	08/29/12	Wed Prime C Wed Prime C	CM	10-11p -- W- - - -	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B LAW AND ORDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	-- W- - - -		1		\$4,500.00			0.00			
	Week:	08/20/12	08/26/12	- - - - -		0		\$0.00			0.00			
	Week:	08/27/12	09/02/12	-- W- - - -		1		\$4,500.00			0.00			
55	WKYC	08/20/12	09/03/12	Days of Our Lives Days of Our Lives	CM	1p-2p M- - - - -	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M- - - - -		1		\$500.00			0.00			
	Week:	08/27/12	09/02/12	M- - - - -		1		\$500.00			0.00			
	Week:	09/03/12	09/09/12	M- - - - -		1		\$500.00			0.00			
56	WKYC	08/20/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a M- - - - -	:30	1	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M- - - - -		1		\$600.00			0.00			
	Week:	08/27/12	09/02/12	M- - - - -		1		\$600.00			0.00			
	Week:	09/03/12	09/09/12	M- - - - -		1		\$600.00			0.00			
57	WKYC	08/20/12	09/03/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p M- - - - -	:30	1	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M- - - - -		1		\$250.00			0.00			
	Week:	08/27/12	09/02/12	M- - - - -		1		\$250.00			0.00			
	Week:	09/03/12	09/09/12	M- - - - -		1		\$250.00			0.00			
58	WKYC	08/20/12	09/03/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a M- - - - -	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M- - - - -		1		\$500.00			0.00			
	Week:	08/27/12	09/02/12	M- - - - -		1		\$500.00			0.00			
	Week:	09/03/12	09/09/12	M- - - - -		1		\$500.00			0.00			
59	WKYC	08/20/12	09/03/12		CM	2-3p M- - - - -	:30	1	\$250.00	P-2	0.00	NM	3	\$750.00



Order / Rev: 703181  
Alt Order #: 06256499  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
Product Desc: OBAMA SKED A  
Estimate: 1522  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 2-3p Rachel Ray														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1		\$250.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1		\$250.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1		\$250.00			0.00			
60	WKYC	08/20/12	09/03/12	M-F 3-4p The Doctors	CM	3p-4p M-----	:30	1	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1		\$350.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1		\$350.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1		\$350.00			0.00			
61	WKYC	08/20/12	09/03/12	Early Today Early Today (4:00 AM-4:30 AM)	CM	4a-430a M-----	:30	1	\$25.00	P-2	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1		\$25.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1		\$25.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1		\$25.00			0.00			
62	WKYC	08/20/12	09/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p M-----	:30	1	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1		\$425.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1		\$425.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1		\$425.00			0.00			
63	WKYC	08/20/12	09/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a M-----	:30	2	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		2		\$650.00			0.00			
		Week: 08/27/12	09/02/12	M-----		2		\$650.00			0.00			
		Week: 09/03/12	09/09/12	M-----		2		\$650.00			0.00			
64	WKYC	08/06/12	08/13/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	5-6p M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1		\$1,400.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1		\$1,400.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WKYC	08/13/12-08/19/12		M-F 5-6p News (Olympic)		5-6p		M-----	:30	<del>(\$1,400.00)</del>	0.00	NM		
Credited														
65	WKYC	08/20/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	1	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1		\$650.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1		\$650.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1		\$650.00			0.00			
66	WKYC	08/06/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1		\$750.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1		\$750.00			0.00			
67	WKYC	08/20/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	3	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		3		\$850.00			0.00			
		Week: 08/27/12	09/02/12	M-----		3		\$850.00			0.00			
68	WKYC	08/20/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1		\$1,200.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1		\$1,200.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1		\$1,200.00			0.00			
69	WKYC	08/06/12	08/13/12	M-F 7a-9a	CM	7a-9a M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00

Order / Rev: 703181  
Alt Order #: 06256499  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
Product Desc: OBAMA SKED A  
Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9a Today														
Today Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	M-----				1	\$750.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	M-----				1	\$750.00		0.00			
70	WKYC	08/13/12	08/13/12	M-F 7-9a Today	CM	7a-9a M-----	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
Today Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----				3	\$850.00		0.00			
71	WKYC	08/20/12	09/03/12	M-F 730-8p	CM	730-8p M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
Entertainment Tonight														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----				1	\$1,200.00		0.00			
Week: 08/27/12		08/27/12	09/02/12	M-----				1	\$1,200.00		0.00			
Week: 09/03/12		09/03/12	09/09/12	M-----				1	\$1,200.00		0.00			
72	WKYC	08/06/12	08/06/12	M-F 5-6p News (Olympics)	CM	M-F 5-6P M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
M-F 5-6p News (Olympics)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	M-----				1	\$1,400.00		0.00			
73	WKYC	08/12/12	08/12/12	Olympics Cntdwn to Close	CM	7-8p -----S	:30	1	\$3,050.00	P-2	0.00	NM	1	\$3,050.00
Olympics Countdown														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	08/12/12	-----S				1	\$3,050.00		0.00			
Totals												642	\$667,125.00	